

CANADIAN MOVING PICTURE DIGEST

Vol. 23, No. 16

TORONTO 2, CANADA

August 15th, 1931

“SPORTING BLOOD”
A \$2 PICTURE IS
COMING DIRECT TO
YOUR THEATRE!

*(See
Inside Cover)*

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

ANY OTHER COMPANY WOULD HAVE ROAD-SHOWED "SPORTING BLOOD"

*But M-G-M will release it
immediately to exhibitors*

Coast reviewers gave a hint of its importance when they previewed "Sporting Blood." "Brought forth a panic of applause at the conclusion," states the Hollywood Herald. "It will be loved and cheered and wept over 'till it takes a top-notch place in this season's record," says Motion Picture Daily. Then the print came East and it became the talk of New York's film row.

"Sporting Blood" belongs in the Astor Theatre for a \$2 engagement. *But M-G-M will release it immediately to exhibitors.* This summer, as never before, M-G-M with its release (just to name a few) of Dressler-Moran in "Politics"; Norma Shearer in "A Free Soul"; Greta Garbo in "Susan Lenox" and now "Sporting Blood" is virtually keeping hundreds of theatres alive! Exhibitors are frank in telling us that! And we are meeting the needs of exhibitors with product that is keeping seats filled. For those exhibitors who are now making deals on next season's film service it is well to bear in mind that M-G-M is more than a fair weather friend. M-G-M is your hot weather friend too, dependable when things are right and equally dependable when adverse conditions have to be faced!

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Canadian Moving Picture DIGEST

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RAY LEWIS

Editor and Managing Director

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It Is Later Than You Think



IN SOMEONE'S garden, we read somewhere, there is a sun-dial around which there is written these cryptic words, "It is later than you think!" We wonder if this has any significance to the American Film Industry in view of the attitude which is being adopted by nearly every country, to which the U. S. exports Films.

Quota regulations and other legislation, including increased taxation, rigorous censorship, and anti-American film propaganda, are among some of the instruments now being utilized to discourage the idea of a World Film Control by an American Film Company, and as weapons of national self-defence from foreign film propaganda and domination.

The Hay's organization has been especially busy on missions of International Film peace, but no peace can be established until the Film War of Aggression and Possession ceases.

Years ago we advised the American Film Industry to be satisfied to sell their pictures; and to refrain from invading foreign territories; and competing with their customers, the theatreowners who had helped to make the trade in American Films profitable!

Mexico has now placed an increase of 1000% on films. What does this indicate to Film interests with which Mexico largely trades? We would interpret it as indicating that Mexico is desirous of stimulating national production of pictures; and discouraging American film import.

Mexico will not be the only nation to impose such taxation, unless the U. S. Film Industry sincerely agrees to a film compromise, which forever eliminates monopoly control, and the foreign domination of the screens of respective countries, through the control of exhibition, production and distribution!

The absorption of Famous Players Canadian Corp., in Canada, by Paramount-Publix, will prove a very expensive monopoly to this company and the American Film Industry, for the Public of Canada was duped into believing that Famous Players Canadian was and would remain a Canadian-controlled company. The Public of Canada invested in this company, accepting the prospectus which this company had issued and which stressed Canadian control.

The Public of Canada resents the fact that it has been duped, that its so-called Canadian chain is controlled by a company, found to be a Combine in its own country; and against which company numerous suits have and are now being lodged for restraint of trade!

The public which has been "bulled" and "caught short," has sufficient sporting blood to take its losses as a part of the game of life, but the public is in no mood to submit to deliberate misrepresentation, by a company whose business ethics of expansion and aggression do not reflect to its glory, or credit under the Canadian Government Investigation, or the Federal Trade Commission findings of the U. S.



"Royal Remembrance" Ontario Bureau Film praised by Their Excellencies, Lord and Lady Bessborough.

RAY



RAY LEWIS

PRESENTS

LOOKED into Loew's this week, where Marie Dressler and Polly Moran are talking "Politics" in the M-G-M picture of that name. The house was packed on Friday, the opening day, despite the fact that the weather was unfavorable.

Watching the smiling and amused expression of the audience, we concluded that "Politics" was another picture in accordance with what the public wants.

It is interesting to survey the business policy of M-G-M, in relationship to its present standing in the Industry. "Theatre grabbing," and competition, which sought to eliminate its competitors by "fair means or foul," have not been the methods employed by Mr. Nicholas Schenck, President of Loew's Theatre Enterprises.

While the Paramount-Publix organization reaches out to be another "Alexander the Great," conquering the world, but unlike Alexander, without a Kingly strain, or crown of monarchical inheritance, Mr. Schenck and his associates were interested in developing a producing company which would make profits, by supplying profitable entertainment. Year after year M-G-M adds to its list of stars; and devices ways and means to enhance the prestige and popularity of those under its management.

WHILE Paramount-Publix has been endeavoring to put Independents out of business, gaining their ill-will, M-G-M has been busy creating good-will for exhibitors by furnishing independents with box-office pictures.

A survey of the independent field in Canada, will find that a very large proportion of M-G-M play dates has gone to Independents; and both M-G-M and Independents have found this business profitable.

When Paramount-Publix cut wages, M-G-M announced that it would not cut. While Paramount looked favorably upon screen advertising, Mr. Schenck opposed its introduction.

M-G-M has succeeded in securing first place for itself by way of product; and this gives it unquestionably first place in the Industry, for the public is primarily interested in Quality pictures; and the exhibitors interested foremost in this phase of our Industry also!

Nor has M-G-M been successful only in production. Loew's theatres have shown their profits; and this without schools for managers and the necessity of paying rent for houses of independents in order to keep them dark.

LOEW'S Toronto Theatre and Loew's London Theatre, have in the first six months of the current year shown a substantial increase over the corresponding period of 1930. A profit is reported for each month this year, both in Toronto and London, with increased patronage. Since these theatres

play M-G-M and United Artist product exclusively, the reason for profits must be deduced from the fact that this product possesses the necessary public appeal.

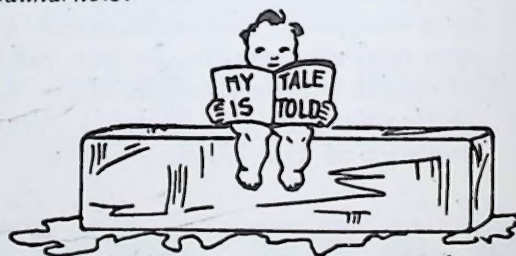
There is no objection in Canada to some American-controlled, or affiliated theatres, the objection is centralized in Monopoly and the control of Canada's screen by one American, or foreign company, whose business it is to operate to eliminate all competition, save that which it controls, and whose policy is anti-British!

THE ANNOUNCEMENT that Paramount-Publix will pay its next quarterly dividend in stock, should be accepted by the Canadian shareholders with acclaim? especially in view of the inviting and glorious promises of increased dividends, world diversified interests, etc., etc., placed before the Famous Players Canadian shareholders, when they were being persuaded to exchange five of their shares for four of Paramount-Publix.

Not one of the promises has been fulfilled, and this must give the shareholders something to think about; and also to consider the efforts which were made by the Protective Association of the Minority Shareholders to convince them, in accordance with statements made by financial authorities, that the deal was unfair!

Paramount-Publix has certain agreements to take back its shares, given in payment, on certain deals for \$75.00, \$80.00 and \$85.00 a share. What were these certain agreements, and with whom were they made? The shareholders have a right to know; and the Canadian shareholders, who exchanged their shares, may have an interest, in view of the fact that there was no agreement made with them to redeem their Paramount-Publix shares at \$75.00, \$80.00 and \$85.00, even though these shareholders could have secured \$75.00 cash a share, from a prospective buyer, had the officers and directors permitted the deal to be considered.

Incidentally, the Beauharnois probe may suggest something to the certain Film Interests; as reported in an American Film paper, which informs its readers that it has "overshadowed in the public mind the Peter White motion picture investigation," for the Government of Canada is now directly active in the management of Beauharnois!



National Control in French Industry with supreme council of eighty introduced.

Observations



By The Editor

ANOTHER film veteran has passed on, in the person of the late John J. Griffin, who at one time owned forty-seven theatres throughout Ontario.

Mr. Griffin was in his 78th year and was known for his feats of strength and his continued virility, up to a period of about six months ago, when he had a fall in his home, Niagara Street, Toronto, injuring his back, an accident from which he did not recover; and which eventually found him a patient at St. Joseph's Hospital, where the end came on Thursday, August 13th, at Toronto.

Mr. Griffin was born in Toronto. He embarked upon his theatrical career as a member of a circus, when he was just a youngster, later being promoted to "candy butcher," and promoting himself gradually, until he became the proprietor of several circuses; and has the distinction of having exhibited the first motion pictures in Canada.

* * * *

OPPOSITE the Eaton Store on Yonge Street, Mr. Griffin startled the natives twenty-five years ago, by opening the first Motion Picture Theatre, and the theatre is still in operation.

The success of the venture, resulted in the opening of a larger theatre at the corner of Yonge and Shuter Sts. Admission price was five cents, equipment came from Chicago, a white sheet was used for the screen; and the public crowded the doors for admission.

Shortly after, nearly every town in Ontario had a Griffin Moving Picture Theatre, Toronto leading with seventeen such houses. It was a case of "beating Chicago to it," for it was while en-route from the States to Canada that Mr. Griffin became enthused with the idea; and hiring an operator and the equipment, he opened his first theatre before Chicago managed to open a house. These were the good old film days of hand re-winding, and about 1,000 feet of film, covering three subjects, with the show lasting about fifteen minutes; and the interval between re-winding filled in with singers and other entertainers.

* * * *

WHEN we review the stock manipulations of our Industry, it is rather interesting to observe that Mr. Griffin is reported as having taken all the chances in his theatrical enterprises, which embraced circus, "ten-twenty-thirty" melodramas and motion picture theatres, no shares being offered to the public.

Mr. Griffin was a born showman, educated at the old Brockton school, his wider education has been in the theatrical world, this vocation and enterprise making him a traveller of considerable territories, civilized and primitive; and surrounding him with a host of interesting friends and acquaintances. He is survived by his widow, a son and a daughter, Mrs. O. McMaster, of Toronto. The funeral will be held on Monday, August 17th, and interment at Mount Hope Cemetery.

* * * *

A SCHEME for film state control in France, such as is prevalent in Italy, appears to have aroused the wrath of film producers and theatreowners. The press reports that it is the French theatreowners and producers

who are wrathful and who call this A Government Monopoly.

The plan is to build studios and theatres operated by the Government; and is termed the Delac plan, having been proposed by Charles Delac, President of the French Cinema Chambre Syndicate. Monsieur Delac is said to have been responsible for the introduction of the Kontingent law, with which law the American Film Industry was so much concerned, until finally it was eliminated, after visits by film officials and certain agreements had been ratified.

* * * *

FRANCE has 1,200 motion picture theatres; and the fact that films are produced in French only, limits the distribution of these films it is reported, for export trade; and influences the cost of these productions.

Quebec however, may furnish France with an outlet for its French films, if the continued success of these, measures up to the experiments made during the past season with French-imported films into Quebec. Reports from Quebec are most favorable to these films; and exhibitors who have played them are eager to keep up the good work. Quebec has been especially kind to British films also. Mr. Harry Kaufman of Consolidated Theatres, reporting to The Digest that the British pictures he has played have been most successful.

* * * *

THE DELAC plan provides for the construction of modern studios on state property and for the production of commercial propaganda and educational films. Under the plan municipalities would collaborate in building 2,000 or 3,000 theatres throughout France in which French films would be shown.

The Delac plan was introduced to stimulate the French Film Industry, giving it the domestic market; and thus enabling it to compete with American-made films which dominate, despite strong German competition, and the government's film licensing laws.

The Paramount-Publix opened a studio at Joinville, France, called the Hollywood of France, together with a training school for French film players, but following the "economic cut" by Paramount recently, it was reported that Paramount had closed its studio in France.

* * * *

THE DELAC plan may not be restricted to France, especially in view of the proposed entry of the U. S. in the production of educational pictures for public and other school distribution.

"Variety" reports that the Hays' organization and Wall Street are divided on the idea as to which unit shall have the control of this non-theatrical field.

The idea is to sell film outright, instead of renting it to the schools. The returns are slated as being far in excess of any returns yet garnered in the Industry through sales within the amusement field.

* * * *

EDUCATIONAL representatives have informed the Industry that teaching with the aid of Motion Pictures will become an important factor in educational curriculums, following various experiments already made by Electrical Research Products, etc.

British Syndicate will build and acquire theatres in Canada, featuring showing of British Films.

The New Film on Broadway

By Betty Ross

"TRAVELING HUSBANDS," based on a story by Humphrey Pearson; directed by Paul Sloane; a Radio Picture.

The fast moving snappy life of the typical traveling salesman has always been a favorite topic for light breezy conversation. At last we have a "talkie" that is based on this subject and it gives us a reason to believe all the proverbial tales and stories attributed to a traveling man. They are seen playing poker on the fast train, loudly discussing their business prospects, and at night lounging about the hotel where the plot unfolds itself and a shooting takes place.

There are snatches of comedy and glimpses of the Summery sort of entertainment before the shooting; and, indeed, some of them afterwards.

Evelyn Brent takes the part of Ruby, whose knowledge of life is more certain than her aim with a pistol. Frank Albertson is the young salesman whose endeavors to "sell" the unfriendly J. C. Wilson lands him into both the arms of the law and love—and ultimately out of the former. Constance Cummings is the young girl, the daughter of J. C. Wilson, and Spencer Charters and Hugh Herbert provide "Traveling Husbands" with more definite comedy.

The moral of this film is that the salesmen should be more considerate of their wives. We always thought so, too.

* * * *

"YOUNG AS YOU FEEL," an adaptation of George Ade's play, "Father and the Boys," directed by Frank Borzage; produced by Fox Film Corporation.

Will Rogers is again causing much merriment on Broadway this time in a film called, "Young as You Feel."

As Lemuel Morehouse, a hard-working, steady father of careless sons to whom he wishes to teach the lesson of hard work, Rogers in his own humorous manner is seen turning to the gay night life and abandoning his erstwhile temperate existence. Attired in faultless dress of the millionaire playboy, Rogers creates plenty of funny incidents that carry the film along with an infectious laughter.

His inspiration for abandoning business and seeking enjoyment is Fleurette, a singer, impersonated by Fifi Dorsay, for whom he has a platonic friendship, although his sons, Tom and Billy, fear the worst when they hear that their father has eloped in an airplane with her.

In the introductory scenes Morehouse permits his sons to lead a happy existence, while he is tied to his office desk. In the end, the young men are forced to attend to business while their father takes in sporting events and trips the light fantastic far into the night.

In the course of the yarn Morehouse outwits a swindler, who turns from spurious art works to real estate, and although Fleurette gives her hero a resounding kiss toward the close of the picture, she does so in the presence of the young man whom she refers to as "my 'usband."

Miss Dorsay succeeds in adding to the amusement and she sings a couple of songs. Brandon Hurst gives a good portrayal as Morehouse's butler. Lucien Littlefield does well in a minor role. Donald Dillaway and Terrence Ray acquit themselves favorably as Morehouse's sons. John T. Murray, Dorothy and Rose Gregson, and C. Henry Gordon support ably.

"THE MYSTERY OF LIFE," a film on the theory of evolution, with explanatory lectures by Clarence Darrow and Dr. H. M. Darshley; produced by Classic Productions.

In an interesting picture combining instructions and entertainment the theories and proofs of evolution are explained in a lucid manner by Professor Darshley of Smith College and the well known Clarence Darrow.

The picture is excellent in the way it presents its material—the history of life. It is constructed clearly and with due regards to the steps of evolutionary doctrines.

Starting with the lowest forms of life, and swinging upward to the highest the picture notes growth and similarities among the species. The so-called "survival of the fittest" theory is shown concisely and with examples, for the producers have sought these rather than the charts and graphs which usually accompany such pieces.

We recommend this film as it is worth while and gives one food for thought.

(Special to Digest from Ottawa)

After a long siege of illness, Manager Joe Franklin emerged from the hospital in time to enjoy the official re-opening of the Keith Theatre as the RKO-Capitol at Ottawa, the house having been closed for six weeks for extensive repairs and decorating. Harvey Hunt continues as assistant manager. The Capitol will have first choice of pictures, these having formerly been booked into the Ottawa Regent. Admission prices will be the same at both houses with changes in programs on a weekly basis. Ernest Geyer, from Toronto headquarters, supervised the publicity for the re-opening.

Lionel Mortimer, for many years the director of music at B. F. Keith's Theatre, Ottawa, is now a resident of Toronto where he is engaged in radio broadcasting activities.

No progress has been made during the past month with the erection of the suburban theatre in Ottawa which is to be operated by Fred Robertson, formerly proprietor of the Fern Theatre, Ottawa. The latter house has been dark and empty since his withdrawal but, although a site for the new theatre was cleared, actual building has not started.

Ambrose Nolan, manager of the Avalon Theatre, Ottawa, has been creating quite a name for himself in outboard motor-boat racing this season. Nolan either wins or swims, thus getting the front page in both instances. He put over a neat victory at Rideau Ferry but his boat capsized at the meet at Lucerne when heavy seas hit him broadside.

FOR SALE

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POSITION WANTED

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References.

BOX 11 — DIGEST

"British pictures will make their place if standard of quality maintained," states Canadian press, imports into Canada doubled over last year.

Toronto Theatres

LOEW'S—Manager Jules Bernstein — "Son of India," a Metro-Goldwyn-Mayer production starring Ramon Novarro with Madge Evans, Marjorie Rambeau and Conrad Nagel. It is a story of India, and the old theme of "East is East and West is West." Karim and his father, a wealthy jewel merchant, while travelling to the city, are attacked by bandits. The father is killed and Karim is saved by a holy man, who has taken a liking to him. All the jewels are taken, except one large diamond which Karim had on his person. Arriving in the city, he takes the diamond to a rascally dealer, who finding that Karim will not sell for the small sum he offers him, accuses Karim of stealing the diamond. William Darsay comes to the rescue, and Karim retains the diamond. He offers it to Darsay as a gift of gratitude, but Darsay will not accept such a costly present; so Karim makes a vow that someday he will repay Darsay for all he has done. Later one sees Karim as a very wealthy man, in love with Darsay's sister Janice. They are engaged to be married, despite racial prejudice, and Janice's brother asks Karim to give her up, as neither of them will be happy. Karim feels that he is unable to do this, but when William reminds him of his vow, he realizes what he owes him, and promises not to marry Janice. Directed by Jack Feyder.

UPTOWN—Manager Tom Daley — Charlotte Greenwood in "Stepping Out," with a supporting cast of Reginald Denny, Leila Hyams and Cliff Edwards. The elongated comedian, Charlotte Greenwood supplies plenty of laughs, assisted by the well-known "Ukelele Ike," Cliff Edwards. The story is about two husbands who go into the producing business, and desiring to mix a little pleasure with their employment, are ably assisted by Merna Kennedy and Lillian Bond. They are discovered by their wives, who also decide not to be outdone by their husbands, and take a little pleasure jaunt to a Mexican resort, where they do a little stepping with two college boys. However, the hubbies, remorseful for their conduct, follow the wives and settle everything satisfactorily. A Metro-Goldwyn-Mayer production, directed by Charles F. Riesner.

TIVOLI—Manager Jimmy Lynch — A Fox picture, "Young As You Feel," with Will Rogers, Fifi Dorsay and Lucien Littlefield. Will Rogers is a hard-working business man, who slaves away at his desk, while his two good-for-nothing sons, enjoy the good things of life without any labor. He can conceive of no way to make them realize that there are other things in life besides fun and good times, and finally in despair thinks of a plan. He establishes a friendship with a French girl, Fifi Dorsay, with whom he goes to cabarets and night clubs. The boys not knowing that the friendship is purely platonic, begin to worry, and become more responsible, because if the father will not attend to business someone has to. At last they settle down, and marry two girls from their hometown. Directed by Frank Borzage.

IMPERIAL—Manager H. V. Knevels—"Hush Money" with Joan Bennett, Hardie Albright, Owen Moore, and Myrna Loy. Janet, after living with a racketeer, Steve, is sent to jail, along with him. Getting out of jail, she is befriended by a detective who gets her a position with a decorating firm, where she meets Stewart Elliot, whom she marries, not telling him of her past. When Steve is released he tries to blackmail her, but she enlists the help of the detective who is successful in saving her from any disgrace. Steve is shot by the leader of his gang, and Janet is thus relieved from any fear of exposure. A Fox picture, directed by Sidney Lanfield.

SHEA'S—Manager Jerry Shea — A Fox production, "A Holy Terror," with George O'Brien, Sally Eilers and Rita La Roy. O'Brien finding his father killed, sets out in quest of the murderer. Clues lead him out West, where he meets and falls in love with Sally Eilers. Finally coming face to face with the man he is hunting; he is informed by him that the dead man is not O'Brien's real father, but had taken him from his father when he was a child. His real father's identity is revealed, and O'Brien marries Sally Eilers. Directed by Irving Cummings, from the story "Trailing" by Max Brand.

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Round About the Studios

Famous Musical Scores

Famous musical scores that made history in New York presentations of famous pictures will live again through the talkies, through a new development by which such scores are being synchronized to outstanding productions for foreign use.

Dr. William Axt, formerly director of the Capitol Theatre, New York, is now busy at the Metro-Goldwyn-Mayer studios, together with Oscar Radin, Broadway musical director, fitting his own original score of "The Big Parade" to that picture by synchronization. This score was a sensation at the New York presentation of the picture.

Frank Capra to Direct Columbia's "Gallagher"

Frank Capra, Columbia's "ace" director will begin directing this week on "Gallagher," tentative title of the "Special Capra production" announced as one of the outstanding vehicles in Columbia's 1931-32 lineup. The picture is a highly dramatic tale of love versus wealth and social prominence. An unusually prominent cast is now being selected for the principal roles, and the names will be announced shortly.

Helen Chandler Given Lead in Universal's "Heart and Hand"

Helen Chandler has been signed by Carl Laemmle, Jr., for the feminine lead in "Heart and Hand," the Olive Edens magazine story, in which Walter Huston stars, with Kent Douglass playing the juvenile lead. Others in the cast, which is under the direction of William Wyler, are Vivian Oakland, Mary Foy and Frank Hagney.

Fredrick Lonsdale to write for M-G-M

Frederick Lonsdale, the British playwright, left New York for California where he will work on screen plays for Metro-Goldwyn-Mayer.

It is anticipated that he will do three original scripts for filming and in all possibility the first one will be a starring vehicle for Norma Shearer. Subsequently Robert Montgomery may play in one.

Pola Negri is ready to start her first talking picture, "A Woman Commands," for RKO Pathe. The story is an original one by Thilde Forster. Paul L. Stein is to direct.

Jessie Matthews To Star in B.I.P. Talkie

Jessie Matthews, well-known stage star of Cochran revues, has signed a contract with British International Pictures, to appear in "Out of the Blue," Gene Gerrard's next starring picture.

"Out of the Blue" is the screen version of the Daly's Theatre musical comedy, "Little Tommy Tucker."

John Orton will direct the picture.

M-G-M's "A Free Soul" Month's Best Picture

"A Free Soul," Norma Shearer's new M-G-M starring vehicle which is now in its ninth week at the Astor Theatre, New York, and has been scoring a tremendous success in other first runs, has been selected by National Movie-of-the-Month Club as its August film choice.

Latest Charley Chase Comedy

"What a Boy," the latest Charley Chase starring vehicle for Hal Roach, is scheduled to go into production shortly. Charley essays the role of a night club song-and-dance man in this new story, which offers him plenty of opportunity to display his musical talents.

Sentence Given Clara Bow Defamer

Frederic H. Girnau, publisher, has been awarded a sentence of eight years in the federal penitentiary, and a fine of \$2,000, by Federal Judge Harry A. Hollzer in Los Angeles, because of printed attacks on Clara Bow, in his former magazine, the "Coast Reporter."

Loretta Sayers Awarded Lead in "Deadline"

Loretta Sayers, former society debutante recently "discovered" and signed by Columbia on a long term contract, will play her third leading role opposite Buck Jones in "Deadline," temporary title of one of the company's forthcoming outdoor "specials."

Maureen O'Sullivan To Play Opposite Eddie Quillan

Maureen O'Sullivan has been borrowed by RKO Pathe from Fox as leading woman for Eddie Quillan in his next picture, temporarily titled "The Big Shot." Ralph Murphy will direct.

Van Dyke Signs M-G-M Contract

W. S. Van Dyke, "Trader Horn" director, recently signed a new contract with Metro-Goldwyn-Mayer, and just finished "Guilty Hands" for that company, is making ready to shoot "Tarzan of the Apes" from the famous Edgar Rice Burroughs story. The renewal of Van Dyke's contract followed preview acclaim of "Guilty Hands."

Since joining the M-G-M staff several years ago, Van Dyke has directed such films as "White Shadows in the South Seas," "The Pagan" and "Never the Twain" as well as the African epic.

Tibbett To Star in "Cuban"

Lawrence Tibbett's next talker for M-G-M will be "The Cuban" with W. S. Van Dyke directing. The location will be Cuba. Supporting cast includes Lupe Velez, Karen Morley, Cliff Edwards, and Ernest Torrence.

New Cooling System for Loew's South African Theatre

Loew's Inc. have placed an order with the Carrier Engineering Corporation, for a complete cooling system, to be installed in their new theatre at Johannesburg, South Africa.

Columbia's "Dirigible" Goes Over Strong in Indianapolis

Columbia's "Dirigible" playing the Lyric Theatre in Indianapolis started out well, with the crowds lined up waiting to get in to see the picture, and is still going strong.

Paramount to Pay Dividend in Stock

Paramount will pay its 2½ percent dividend in stock instead of cash, due September 30th. In doing this, Paramount is working along its customary line of meeting certain extra liabilities out of its current earnings.

Gloria Swanson may marry F. Michael Farmer, millionaire Dublin artist.